

Limits of Measurability

Approaches to Critical Media Literacy

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The project “3G”

- Research on critical media literacy in adult education in Vienna and on international good practices
- Inclusion of stakeholders to discuss transferability
- Financed by City of Vienna
- IKF project team: Stefanie Mayer, Viktoria Eberhardt, Brigitte Temel
- Ongoing research – only very preliminary results!

Focus of the presentation

- Approaches to critical media literacy in Basic Skills Education (BSE)
- Especially: anti-racist migrant feminist organisations
 - Combination of counselling and education – insights into learners' needs
 - Short-term project based work: highly problematic, but also highly innovative
 - Critical, political stance
- Presentation mainly based on interviews with trainers and organizers at four anti-racist migrant feminist organizations

Curriculum for BSE

- Since 2019 (updated 2022/2023), replaced older Guiding Principles
- “Employability” as the main rationale
- Introduction of “competencies” and “learning outcomes”
→ creation of measurements
- Includes “Digital Skills”, which also covers topics of Critical Media Literacy

Beobachtungs- und Beurteilungsraster

Dieser Bogen ist pro Teilnehmer/in bis zum Kursende auszufüllen.

Projekt: → Kurs: → Datum:

Name Teilnehmer/in	Im Kurs fokussierte Kompetenzbereiche, Unterbereiche, Stufen entsprechend der Lernziele/Lernbedarfe des Teilnehmers/der Teilnehmerin ¹	Feststellungsmethode(n) während / am Ende des Kurses ²	Beurteilung am Ende des Kurses ³	
			Erreichte Stufe	Anmerkungen
X	Kompetenzbereich: Unterbereich: Zielstufe:			
	Unterbereich: Zielstufe:			
	Kompetenzbereich: Unterbereich: Zielstufe:			
	Unterbereich: Zielstufe:			

Critical views

- Positive
 - Media Literacy is explicitly included
 - Trainers need to acquire and update their digital skills
- Negative
 - Media Literacy as a subset of digital skills, ignoring “old” media
 - Focus on measurable (technical) competencies, not on reflection and critical thinking

Critical practices

- Project 'DigiMi' – Computer literacy for migrant and refugee women
 - Aim to foster understanding of basic digital structures and logic, rather than just competent usage of specific tools (“my aim is not that a person ‘knows Word’”)
- Project 'dig_mit!' - digital tools for alphabetization and German language
 - Critical political content (videos) as a starting point for learning materials
- Podcast 'Frauenstimmen' ('women's voices')
 - “Doing” media as a tool for critical reflection

Challenges

- ... instead of conclusions...
- Technical challenges (equipment, wifi, technical support) for organisations and participants
- Groups need to be (really very) small
- Trainers need (more) time for preparation
- Trainers need technical and digital skills as well as (lots of) experience and skills in didactics
- Related: the different skill-sets needed make critical media literacy as a cross-cutting subject even more demanding

Thank you!

If you want to know more, please get in touch:
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